

42nd YEAR

# AMERICAN ROOFER & SIDING CONTRACTOR

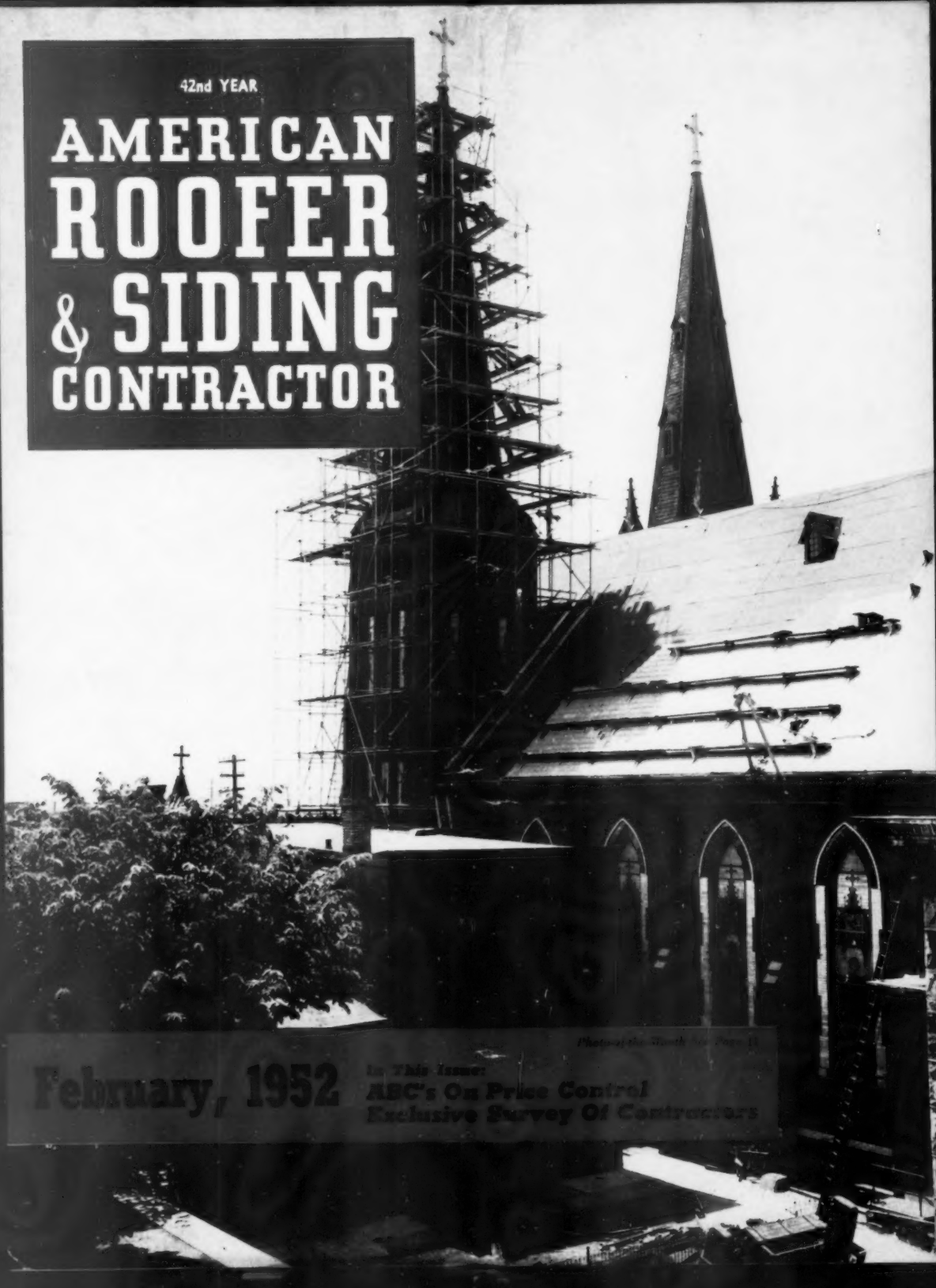
February, 1952

In This Issue:

ABC's On Price Control

Exclusive Survey Of Contractors

Photograph by Jack Lee Page II



# If it's **SPEED** you're looking for ...let Barrett **SPEED** your Roofing Jobs!

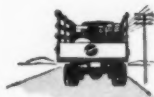
America's big rearmament program is going to call for a lot of new roofs—in a hurry! New roofs on new plants—new roofs on old plants. In either case, you can turn with complete confidence to Barrett.

For, as a result of 97 years of roofing experience, Barrett stands ready and able to help you apply the world's longest-lasting built-up roof in the shortest possible time. Barrett *speeds* roofing jobs in 3 important ways:

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**3 Barrett speeds application.** Barrett does not have to rely on outside sources of supply for roofing pitch and felt. Because Barrett\* pitch and felt are made in our own factories, their production can be controlled to meet demands. Barrett roofers can be sure that they will get materials when they need them. No time lost on the job! Moreover, you can be sure that these materials will be of uniform high quality.



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# They're here! Woodtex Pastel Blends



*Illustrated—Pastel Blue Blend*

By popular demand, Woodtex Asphalt Shingles are now available in Pastel Blue Blend and Pastel Green Blend. These artistic blends offer just what many homeowners have been seeking—a distinctive-looking roof that offers years of assured protection.

For Woodtex is—first, last and always—a top-quality asphalt shingle. Its unique *raised* grain for beauty and high wind resistance and its 250 pounds per square make it a wonderful reroofing shingle, too.

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Pastel Green Blend	Gray Blend
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Two-tone Black	Brown Blend



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## In 30 years, not one cent for maintenance of this roof!

... a positive answer to the question: "How long will a roof of

"Century" Asbestos-Cement Shingles last?"



Residence in  
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with "Century"  
Asbestos-Cement  
Shingles in 1920.

Read what this  
home owner says  
(name and address  
upon request):

• "... In 1920, I decided to use 'Century' Asbestos-Cement Shingles on the roof of the new residence being built for me. While they were a relatively new product at that time, I was impressed by their fireproof qualities and that they would not require painting to preserve them.

• "It is a pleasure to state that from 1920 up to the present I have not spent one cent for maintenance of the roof, and at no time has there been any evidence of a leak. The 'Century' Shingles appear to be as good today as when first put on."

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• Moderately priced; permanently economical—don't even need protective painting to preserve their beauty.

• Designed for quick, easy, and money-saving application.

• Nationally advertised in leading publications.

A top-quality product... backed by strong advertising support... to increase your sales... build your profits. Write us for further details and the name of our local distributor.



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is a wrap-up for



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**PERMA-FACE**

PRESSURE-SEALED INSULATING SURFACE

*The New Face  
for  
America's  
Homes!*



**NOT A PAINT**

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YES—I'm interested in taking on Perma-Face as a permanent deal. Please rush me the complete Perma-Face story.

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# Easiest for you ... best for the customer!

## REYNOLDS *Lifetime* ALUMINUM GUTTERS

"Rustproof—at less than half the price of other rustproof gutters!"

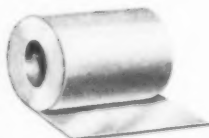
"Light to handle—a quick job!"

"Slip-joint connectors—no soldering!"

Your men do more jobs, and the eye-appeal of these aluminum gutters creates more jobs ... so you build business and profits. And your customers' satisfaction grows through the years...with efficient performance, no painting, no maintenance worries, lasting beauty.

5" Ogee and Half-Round residential gutters. 6" Industrial Half-Round. Matching Downspouts, complete fittings (can be cold soldered; information on request).

Military demand for aluminum affects production; keep in touch with your supplier.



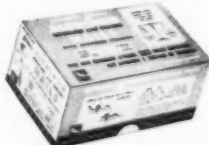
**REYNOLDS Lifetime ALUMINUM FLASHING**

Rustproof flashing at less than half the cost of other rustproof materials. Non-staining, fool Easiest to cut, shape and trim. In 50-foot rolls of 14", 20" and 28" width, .019" thickness; also 20" width in .024" thickness. Flat sheet 28" wide in lengths up to 12'.



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**REYNOLDS Lifetime ALUMINUM NAILS**

Essential with aluminum application; best for all wood and composition roofing. Drive well. Hold firm. Can't rust loose. Almost three times as many nails per pound. Types and sizes for every roofing use...also for siding, wallboard. With or without neoprene washers.

# REYNOLDS ALUMINUM

For more information, call the Reynolds Dealer or Office listed under "Building Materials" in classified phone books. Or write Reynolds Metals Company, Building Products Division, 2004 South Ninth St., Louisville 1, Ky.



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**SALES RESISTANCE!**

**HERE'S THE EXTERIOR COATING THAT SELLS!**  
**. . . the original asbestos mastic**

**ATOMASTIC**

Roofing, Siding and Home Service Dealers all over the country are finding **ATOMASTIC** the easiest-to-sell outside wall covering they've ever handled. This asbestos-base mastic—that is fused to existing sidewalls by a pressure gun—literally blasts away sales resistance. It's the modern, common sense way to protect, beautify and insulate old buildings, and the home owners are buying—right now! Dealerships still available. A factory representative will train your applicators and your salesmen. Phone, wire or write for full information today.

**ATOMASTIC is the original asbestos mastic coating. It is made by an old line paint maker and is sold and applied only through reputable companies under license by the manufacturer.**

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**ON THE JOB!**  
**280 squares!**

**OF HEAVY DUTY  
INTERLOCKING  
DOUBLE COVERAGE**

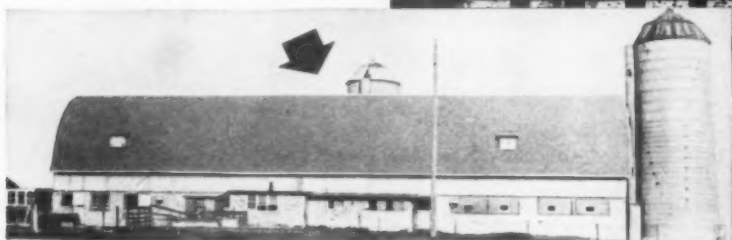
**SHOW THIS . . .**

*on-the-job evidence to your customers! Three big, mid-West dairy barns\* protected against wind, weather and fire — with TEX-LOK asphalt shingles.*

\*Owners' names on request.



**TEX-LOK**  
**SHINGLES**



**THERE'S NO BETTER  
SHINGLE VALUE  
ON THE MARKET  
TODAY!**



TEX-LOK shingles are available in the areas served from roofing plants located at Lockport, Illinois; Port Neches, Texas; and Port Wentworth, Georgia.

**◀ In the Northeast... it's  
TEX-LATCH**

Tex-Latch is similar to Tex-Lok except in method of locking tabs. Tex-Latch shingles are available from the Edge Moor, Delaware roofing plant.



MEMBER OF THE  
ASPHALT ROOFING INDUSTRY BUREAU

# Nailing It Down

**R**EPORTS of the "Model Home Rocket" are again cropping up, this time with a new gimmick that includes extreme claims made for plastic coatings applied under pressure to buildings. A report in the "New York Times" states:

As a result of reports that unwary homeowners were being victimized by a new version of an old scheme, the National Better Business Bureau has issued a warning against the "model home" racket. Promoters, it was explained, promise bonuses and commissions on new customers obtained on the basis of a reroofing or residing job, but these turn out to be myths.

The cost of the job is generally higher than prevailing prices, and the work is likely to be substandard, it was said. The homeowner's obligation to pay, however, is set forth in a signed contract that contains none of the misrepresentations used to high-pressure him into signing it, the bureau declares.

While most home repair and maintenance contractors are reputable, said Edward L. Greene, president of the bureau, a few are exploiting gullible and inexperienced homeowners, causing severe hardships on persons who can least afford the loss incurred.

The promoters, Mr. Greene said, select houses that obviously require re-siding.

"They are itinerants who usually approach a homeowner with the yarn that they are just coming into the territory and would like to use the home as a model to demonstrate to others what kind of a job they can do. They offer \$50 or so as commission on every sale made in the area and a bonus for every customer the victim recommends.

"The homeowner is led to believe that because of the special factory price he is given and the commissions that will flow in, the cost of the job will be liquidated in short order."

A new aspect of the scheme, says the bureau, is in the extreme claims that are made for some of

(Continued on Page 22)

# AMERICAN ROOFER

## and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of  
**Roofing, Siding & Building Specialties Manual**

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FEBRUARY, 1952

No. 2

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# AMERICAN ROOFER & SIDING CONTRACTOR

FEBRUARY

1952

## ABC's on price control for the roofer & siding contractor

**P**PRICE control regulations as they apply to the roofer and siding contractor were clearly explained and illustrated by chalkboard demonstration at a series of Eastern roofers' association meetings in January. The Office of Price Stabilization order under which contractors must operate, entitled Construction and Related Services, etc., Ceiling Price Regulation 93, was outlined by Thomas G. Letchworth, Director, Construction Section, Building Materials Division, Office of Price Stabilization, Washington, D. C.

Mr. Letchworth was presented in a two-day flying visit to three chapters of the National Established Roofing, Siding and Insulating Contractors Association in the New York-New Jersey area. Don Lingenfelter, treasurer of NERSICA, and the only roofing contractor on the National Advisory Committee for the Construction Industry, presented Mr. Letchworth to the audience.

Letchworth told the contractors: "We believe we have a regulation which is entirely realistic." He pointed out that CPR 93 represents the collective thinking of an Industry Advisory Committee composed of business men from

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By **JOSEPH H. FRIEDMAN**  
Editor

---

the entire Construction Industry, and the Construction Section's technical and legal staff. The OPS also sought and accepted the advice of trades associations in the industry.

The result of these combined efforts, according to Mr. Letchworth, has been a regulation which permits the fullest possible functioning of all segments of the construction industry, in a defense

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### ON OUR COVER

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Good scaffolding is an essential to the home maintenance and repair contractor. In big jobs like the one shown in this month's Cover-Of-The-Month the use of steel scaffolding proves its value many times over.

The church in the photograph is St. John Cantius, familiar to Philadelphians for many years on Thompson Street, near Orthodox Street. It is shown in the process of being completely re-roofed by M. G. Kulzer with the steel scaffolding in place around the church tower and steeple. Patent Scaffolding's "Trouble Saver" Sectional Scaffolding was used in combination with their TubeLox Steel Scaffolding on this important job.

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economy, under price control, without undue hardship or profit losses.

It was pointed out to contractors that the important thing for them to learn is *when* and *how* they have to fill out papers to operate under OPS and CPR 93 orders.

There are five principal methods of pricing under CPR 93, Mr. Letchworth pointed out:

- (1) **Lump-sum contracts.**
- (2) **Cost-plus fixed percentage fee contracts.**
- (3) **Cost-plus fixed dollar fee contracts.**
- (4) **Cost-plus with guaranteed limit (upset price).**
- (5) **Sales of construction service on a time and material basis.**

Of chief interest to roofing and siding, home maintenance and repair contractors (as developed during the course of the talk and in the ensuing question-and-answer period), are (1) and (5), *lump-sum contracts*, and *sales of construction service on a time and material basis*.

If the dealer or contractor sells his services to the consumer on a *lump-*  
(Please turn page)

# Examples of pricing under CPR 93

(Continued from Page 11)

sum contract basis he does not have to file with the Office of Price Stabilization, but he must maintain a type of record specified in CPR 93, and must keep it until two years after the expiration of the life of the OPS act.

If the dealer or contractor sells on a time and installed sale basis he must file with OPS. The contractor may not use pricing under this regulation until his prices have been established with the government agency.

## Types of Contracts

Mr. Letchworth pointed out emphatically that the only lump-sum contract is one which the contractor will stand by whether he makes or loses money on the deal. (For example, if a homeowner calls and wants an estimate on a repair job, even if the estimate is given over the phone, the dealer or contractor must stand by the price offered if he is offering on a lump-sum basis, no matter what conditions he finds when he actually gets on the job.)

The dealer who tells the customer, "Well labor is so much and so much an hour, and the materials are so much; my price depends on how long the job takes," is selling on a time and installed sale basis, and consequently must file with OPS. An example of such an operation is the firm which advertises combination storm windows at a fixed price per window, with a fixed price per window for installation. Such a dealer must file with OPS. The reason for this is that a dealer who advertises a price by the window, will be selling different numbers of windows on each job, and is thus not offering a lump-sum contract in advance, since each job must be figured separately.

## Better to Quote Lump-Sum

J. C. N. Nichols, Managing Director of NERSICA pointed out that for roofers and siding contractors it would definitely be better to quote where possible on a lump-sum contract, since this would



T. G. LETCHWORTH

Mr. Letchworth, who directs the OPS section responsible for administering CPR 93 outlined pricing methods at several roofers' meetings.

eliminate the need for filling out papers and filing them with OPS.]

At the end of the regular talk Mr. Letchworth showed the contractors assembled how they can figure their prices, presuming a lump-sum contract by comparison with the pre-Korea period. Supposing, in the example given a certain job sold for \$625 in the base period. Of this 25%, or \$125 rep-



DON LINGENFELTER

resents gross profit. The contractor estimates that 15% went for overhead, leaving 10% or \$50 net profit.

In the example \$250 represents the cost of labor. \$250 represents the cost of material. This is a total of \$500, for total costs.

Under the new OPS laws the contractor can add the additional costs of materials to his costs. If this brings the cost of labor on the equivalent job today to \$300 and the cost of materials

(Continued on Page 26)

## NRCA convention spotlights forums for roofers and for manufacturers

Separate open forums for roofers and for manufacturers were featured at the 1952 convention of the National Roofing Contractors Association, which closed in Chicago a few days ago.

Five well-known speakers explained the complexities of present-day Rules and Regulations to the several hundred roofing and siding contractors gathered at the Congress Hotel in Chicago for the three-day convention and exposition.

Experts in various fields, both governmental and industrial, broke the topics down into their component parts. Lee M. Burkey, Jr., a labor law specialist, interpreted government regulations in regard to wages and hours. John T. Walsh, who conducts his own

accounting and tax firm in Chicago, spoke on "Understand Your Taxes."

Another phase of roofing activity, the subject of training new mechanics, was discussed by W. F. Patterson, Director of the Bureau of Apprenticeship, U. S. Department of Labor, who spoke on his specialty, the need for apprentices and how to fulfill it.

Representing manufacturers on the speakers' list was Fred C. Foy, Vice President and General Manager of the Tar Products Division of the Koppers Company, Inc. Mr. Foy, an expert on questions of economics spoke on the subject, "Is Money Unlimited?"

Mr. Carroll C. Figge, N.R.C.A. Executive Secretary, closed the convention speaking program with a talk on the "Roofing Contractor's Place In The Industry."

## Candid "snaps" make new friends for your business

It takes less than a minute for W. B. Johnson, manager of the H. F. Nunn Company, West Los Angeles, California, to snap a picture and thereby make a staunch friend for his roofing company.



**W**OULD you like to know a sure-fire method of making more new friends in the coming year than any other business man in your community?

Of course you would, because whether you call it advertising, call it building goodwill, call it public relations, call it promotion—no matter what name you call it—the making of new friends has an important cash value to your business, besides making your everyday work more pleasant.

There's an almost magical way of making more new friends than you can count, and the success of this

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**By VIRGINIA HANSON  
Special to American Roofing  
& Siding Contractor**

---

method has been demonstrated spectacularly by at least one shrewd business man, Lincoln G. "Link" Anderson, of Santa Monica, California, who recently retired and went to Africa on a big game safari.

Anderson was a stranger in town when he first went into business in Santa Monica, but he very soon became just about the best-known person in the city.

His favorite trick for making friends—and it is one which any business man in any city in the world can employ profitably—was to make a public relations instrument of his hobby of photography.

Now, even though you may not know the first thing about cameras, you can still make use of this tactic with amazingly profitable results—because even the rankest of amateur snapshots are good enough to win friends for you. The man who sells you a camera can tell you enough in five minutes to get you started.

The proper camera for your project is a small 35-millimeter candid type which you can carry with you all the time. It needn't be an expensive one, but the better the camera you have,

the more you'll enjoy using it. Any hand camera can be made to serve your purpose, but the miniature is best because it's easiest to carry and because it gives you pictures at the lowest cost.

You won't need a darkroom. There are several reliable companies (see the advertising columns of any photographic magazine) which will develop your 36-exposure roll of film, make a 3½x5-inch enlargement of each picture and send you back a fresh roll of film, all for about \$1.75.

The way to use your camera as a public relations device is simply to shoot pictures, both candid and posed, of everyone around you, everywhere you go, and then give away small prints of the pictures to the persons who are your subjects.

Movies, picture magazines, and now television, have made all Americans highly picture-conscious. Everyone likes to look at a picture, especially a picture of himself or his child—and when you give him such a picture, entirely without charge, he's bound to remember you kindly.

Don't limit your picture-taking to your friends, but instead shoot everyone who comes into camera range, without waiting for him to pose, even when you don't know the name of your subject. You can always learn the names afterward, when you explain to

(Continued on Page 33)



W. B. Johnson, showing his camera to little Jackie Wellingshoff, happens to be the owner of a Leica, but there are far less expensive cameras of the same type which are adequate for business snapshots.

## American Roofer & Siding Contractor survey shows:

# Healthy diversification of operations by contractors

**N**O business remains static. Either it progresses or it dies. Companies whose livelihood depends on a certain industry must keep up-to-date on that industry, must be aware of its progress and sensitive to its changing patterns.

The roofing and siding industry exhibits a pattern of dynamic change. Progress is the key word of its live-wire contractor-dealers, business men who are constantly seeking new products to handle and new methods of increasing their volume and profits.

Did you know that . . .

More than 85% of roofing and siding contractors do built-up roofing?

That an even larger percentage (87.8%) are able to do steep roofing?

Over 60.9% do siding?

And among these same roofing and siding contractors not less than 41% are set up to do sheet metal roofing?

### Truly Vast Diversification

These figures and others, proving the truly vast diversification of contractors in the roofing and siding industry, were revealed in a six-month survey, completed in the fall of 1951 by research specialists on the staff of AMERICAN ROOFER & SIDING CONTRACTOR. Over 6,500 individual firms were polled by questionnaire, more than 4,500 being subscribers to AMERICAN ROOFER & SIDING CONTRACTOR.

Replies were received from more than 23.6% of the subscribers, an unusually high percentage for any mail poll. In the charts and figures which appear in this article the percentages

represent those among the subscribers who were actually engaged in the contracting business.

Slightly less than 5% of the non-subscribers replied. The figures tabulated from this group as a test, show almost the exact proportions of contractors engaged in the various fields as the subscriber-contractor figures do. It was

Below: note percentages of contractors who apply roof coatings, hot, cold, or sprayed. Some, of course, do two or all three.

## Home Owners Exceed Renters For First Time

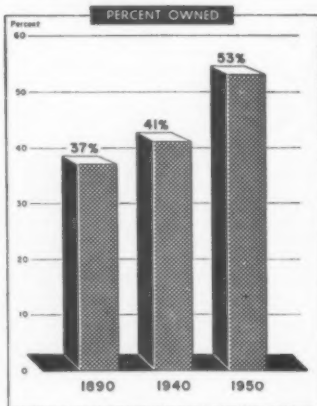
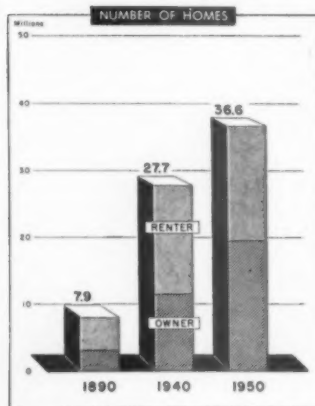
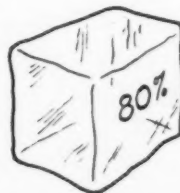


Chart by Housing & Home Finance Agency

During the past 60 years non-farm homes owned by occupants increased more than rented homes. By 1950 owners occupied 53 percent of all homes.



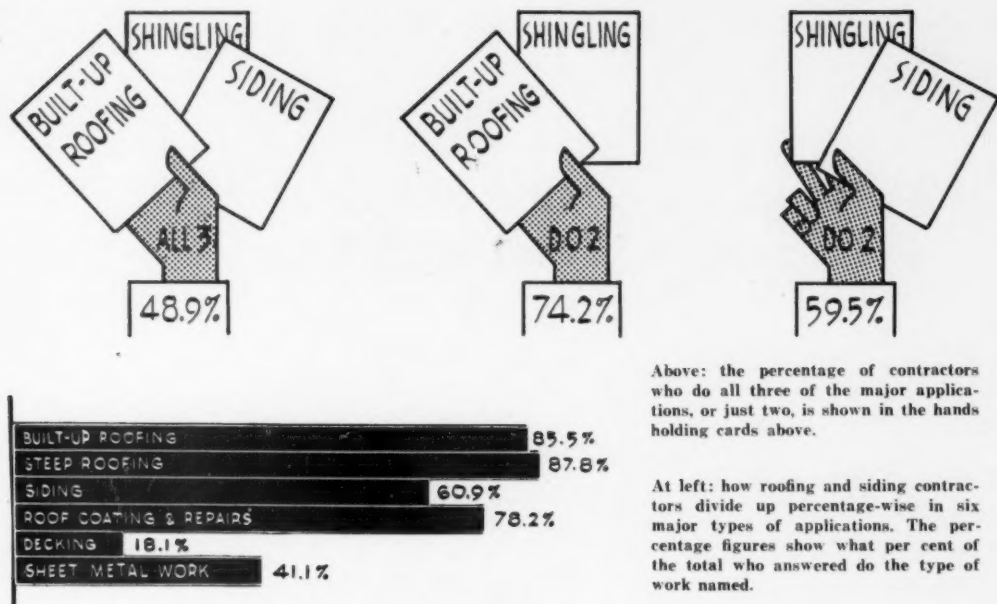
HOT  
STUFF



COLD PROCESS



SPRAYED



Above: the percentage of contractors who do all three of the major applications, or just two, is shown in the hands holding cards above.

At left: how roofing and siding contractors divide up percentage-wise in six major types of applications. The percentage figures show what per cent of the total who answered do the type of work named.

concluded therefore that: *subscribers to AMERICAN ROOFER & SIDING CONTRACTOR in the contracting business are representative of the field as a whole and the figures can stand for the entire roofing and siding industry.*

### What The Figures Mean

Roofing & siding contractors seem to be engaged mainly in six lines of endeavor. These are: Built-Up Roofing (85.5%), Steep Roofing (87.8%), Siding (60.9%), Roof Coating & Repairs (78.2%), Decking (18.1%), and Sheet Metal Work (41.1%). (See chart).

Contractors who do all three of the basic lines of the industry Built-Up Roofing, Shingling & Siding, number a little less than half, (48.9%) of all contractors.

Three-quarters of all contractors do two of the basic lines, both Built-Up Roofing and Shingling (74.2%).

About 6 contractors out of ten do both Shingling & Siding (59.5%).

85.5% of the contractors do Built-Up Roofing. Of these 60.2% do Cold Process Roofing. A little more than half of all contractors (51.3%) are engaged in Cold Process Roofing.

Of the one-fifth of contractors who do decking 70.8% work in steel. About half of all those who do decking use

steel exclusively. The other 50% use either steel along with other types, or other types of materials exclusive of steel.

Of the roughly 80% of contractors who apply roof coatings for repairs about two-thirds (64.7%) use Hot Stuff, four-fifths (80%) use Cold Process, and one-fifth (21.4%) use Sprayed. Obviously on the basis of these figures some use both or even all three methods.

### Allied Lines of Activity

Roofing & Siding contractors have a highly versatile group of lines outside of the six basic applications mentioned above. It would be impossible to correlate figures on all the products which contractors are selling or applying successfully. Suffice it to say that figures have been garnered on a number of important diversifications.

The figures in Insulation are significantly large, since fully 44.8% are equipped and ready to do this kind of work. 70.2% of these do blanket insulation. 54.9% have the relatively expensive and complicated equipment it takes to do Blown Insulation. Besides these two forms 30.7% do Foil Insulation. There is thus seen to be considerable over-lapping in the Insulation field.

In addition to the 44.8% who do Insulation, 41.8% do Masonry Waterproofing, 25% do Combination Windows and Doors, 21.6% do Ventilating Fans, 13.7% do Metal Awnings, and 13.3% do Garage Doors.

### Who Does All Four

Of the important building specialties 2.1% handle all four, Combination Windows & Doors, Garage Doors, Metal Awnings, and Ventilating Fans. 8.4% of all contractors handle just two of the specialties, that is Combination Windows, and Metal Awnings.

At least 60% of the roofing contractors responding indicated that they apply or sell other products besides those mentioned above. Some of the miscellaneous work performed includes such accessories as caulking, ceiling repairs, installation of acoustical material, termite control, lightning protection, masonry restoration, kitchen units, tiling and fans, and weather stripping.

As a general summary of the information received it is interesting to note that with a few obvious exceptions there were no great geographical differences in the responses. The exceptions are that few Florida contractors handle

(Continued on Page 32)



## 1952: the contractor's outlook "materials will be in good supply"

By VINCENT L. CRUDELE  
President  
NERSICA

This month we present the annual predictions of the year to come by an outstanding association president. Requests were sent as usual to leading associations, but as we went to press, Mr. Crudele's was the only reply to our questionnaire yet received. Mr. Crudele is President of the National Established Roofing, Siding, and Insulating Contractors Association. His views are his own and do not necessarily represent the opinions of this magazine.

AS is the custom by past presidents of NERSICA I am happy to briefly express my opinions on the several subjects pertinent to all contractors in the country.

First, as to business during 1952: from discussions with all elements of the industry and study of the economic reports to date, I can predict that the maintenance, repair and home improvement business will be good through 1952. Roofing and siding will be as good or better than last year. Some aspects of the maintenance, repair and home improvement industry may see a slackening off late in the year, but there are indications that even this may not happen.

Many factors are involved in the above prophecy, high on the list being

the availability of materials. With the exception of aluminum for windows, doors and awnings, a plentiful supply is available. Even the aluminum situation shows signs of easing. I am willing to predict that by the third quarter of 1952 there will be enough aluminum



Mr. Crudele stands in front of his place of business. His Advanced Roofing Company is one of the leading firms in Newark, New Jersey.

available to satisfy most dealers. That roofing materials continue in good supply is indicated by recent price decreases.

The control picture for roofing, siding and insulation contractors is good. Those engaged in selling aluminum building material products will have some difficulty, but even they can do business under CPR 93 if they learn how to abide by the regulations. The basic problem for most contractors is to provide a record proof of what top

mark-up estimated profits are, for spot inspection by OPS representatives.

Appointment of Treasurer Don Lingenfelter, a Past President, on the National Council of Advisors to OPS has been an important factor in presenting the association views on price controls.

### Reg. "W" May Be Eased

I predict there will be some relaxation in the present terms of FHA Regulation "W" provisions which will make it easier to do business during the coming year. There seems every likelihood that such legislation will be introduced at the forthcoming session of Congress.

Attempts to pass "Green River" Laws regulating or forbidding door-to-door selling will go on during 1952 and thereafter, but in ever-diminishing numbers as association members band together alertly to stop the fire wherever it starts.

Alertness is the watchword here. Contractors should not be caught with their guards down. Just when the opposition may appear to be sleeping it may pull a quickie at some unadvertised legislative session and a law may be on the statute books before any action can be organized.

Tools may very well be in short supply before the end of the year. Contractors should stock up on tools and equipment pending a possible future shortage. Mechanics should be educated to take better care of tools than many of them have done in the past.

### Effects of Nationalization

Our association will continue to move forward in the future as it has in the past. Nationalization, which, as of this year changes our name to the National Established Roofing, Siding and Insulating Contractors Association, Inc., means making available the benefits of association activities to contractors and groups the country over.

As the effects of national organization make themselves felt through 1952 and ensuing years the association will become ever more and more a spokesman for the industry it represents. Nationalization has placed an added responsibility upon the shoulders of our association. We accept the challenge and look forward to a productive future!



## Built-up roofing forum to be feature of NERSICA convention for second straight year



Candid shot of 1951 Convention shows Senator Sparkman, (extreme left) greeting Mike DiSalle of OPS, while leading industry figures look on.

**T**HE Built-Up Roofing Forum which was one of the most popular features of the 1951 NERSICA Convention and Exposition, will again be a featured event of this year's Convention, it has been announced by C. N. Nichols, Managing Director, NERSICA. This year's Convention will again take place in New York, at the Hotel Statler, on Monday, Tuesday and Wednesday, March 24, 25 and 26th.

Irvin Prickett, President of Irvin Prickett, Inc. of Washington, D. C. who chaired last year's forum will be in the chair again this year. The same six-man panel of experts from the manufacturing firms who supply the materials of built-up roofing will be present, speaking and answering questions.



Arthur J. Frenz who will ask contractors at the sessions questions on the workability of FHA Title I.

This Advisory Committee consists of Tom Dantz, General Manager, Built-Up Roofing Department, Ruberoid Co.; Elmer Dittmar, Administrative Assistant in Charge of Built-Up Roofing, Philip Carey Manufacturing Co.; John Fencil, Eastern District Sales Manager, Tar Products Divisions, Koppers Co., Inc.; Ted Lyons, Commodity Manager, Built-Up Roofers, Johns-Manville Co.; Tyler Rogers, Technical Director, Owens-Corning Fiberglas Corp.; and Carl Timpe, Technical Supervisor, Built-Up Roofing, Barrett Division.

The number of sessions for the forum will be increased from the original two of last year to three this year. This will increase time allotments for answering questions, according to Mr. Nichols.

Other plans are in the works for a highly personalized clinic type of convention, Mr. Nichols stated. Discussion leaders who are experts in the roofing, siding, insulating, storm window, awning and allied fields will lead round-table sessions.

### Awards To Be Given

Top-flight Washington figures are expected to give the Convention a fast start. Federal Reserve Board Governor R. M. Evans will discuss the general credit situation, with emphasis on maintenance, repair and home improvement work. FHA's Arthur J. Frenz is expected to ask contractors for their suggestions on improving the workability of FHA Title I.

The two men, other than contractors, who have done the most for the industry will be honored in the first an-

nual awards by the Association for distinguished service. A committee is at present selecting the award winners from a number of names already proposed. One award will be granted to a person in public life, and the other will go to a person in the industry.

"Session 6-6" will form the convention climax, along with a talk by Reuel W. Elton, General Manager, American Trade Association Executives. He will speak on "Through the Looking Glass." Mr. Elton is general manager of an organization of over 1500 trade association executives.



Above: Senator Sparkman addresses roofers and window applicators at last year's convention.

The "Session 6-6" is claimed to be a new-type forum designed to bring out and exchange information basic to success in the contracting business and to get the answers to current problems now plaguing the contractor. A supporting panel of experts from the membership will comment on various points of interest.

Additional features of the program will be released as they are shaped up, according to Mr. Nichols.

## A roofing expert's wisdom: II

# Built-up roofs: hot application

Mr. Yeager gave the most complete and concise picture of the basic problems faced in the application and maintenance of roofs ever to be presented in a single speech at a recent NAHB meeting. The second of a four-part rendition is presented this month.

Two fundamental deck requirements are adequate framing for strength and rigidity with particular attention to areas where water may collect and proper grading to drains to avoid low spots in which pools of water may lay. Application of a 1600 square gypsum deck is shown being applied by Hahnel Bros. at Bucksport, Maine.



By FRANK W. YEAGER  
The Flintkote Company

BECAUSE the function of built-up roofs is to keep water and the weather from entering a substantially flat surface, their application requires "know how" and careful attention to details. There is also the problem of sealing the joint between the substantially flat roof surface and various vertical surfaces such as parapet walls, skylights, chimneys, etc. The "know how" must also include proper application methods for a variety of deck materials.

Built-up roofs may be either hot applied or cold applied. Hot applied roofs have a long history behind them. Cold applied, or cold process, roofs are a later development with a performance record of some fifteen to twenty years

which amply justifies their use where their particular characteristics offer advantages.

With either type of built-up roof, an unsound or poorly constructed deck is a major hazard bound to result in costly repairs. Two fundamental deck requirements are (1) adequate framing for strength and rigidity with particular attention to areas where water may collect during heavy rain or during freezing weather, and (2) proper grading to drains to avoid low spots in which pools of water may lay. When built-up decks are constructed over drop ceilings, adequate ventilation of the space between ceiling and roof deck is essential to avoid condensation of moisture on the underside of the deck and its serious consequences.

### Deck Construction

Decks for built-up roofs are constructed of a variety of materials, wood, precast gypsum, concrete, steel. In all cases, wherever the slope is appreciable, say, for example, more than a nominal one inch to the foot, proper deck design must provide a means for the back-nailing of felt to hold the roof in position. With wood decks, this is no problem, but where deck materials other than wood are used, nailing strips of wood, treated to prevent decay, or their equivalent must be provided for in the design of the roof. If this is not done, the roofing will gradually slip down on the deck. This essential detail is occasionally omitted from deck specifications, and such omission gives rise to no end of trouble.

Among other deck requirements, it should be noted that the joints between slabs of precast decks should be pointed



Steel decks should be covered with a suitable thickness of roof insulation before applying the built-up roof itself. Gypsum decks, after thorough drying out, should be given a prime coat before applying the built-up roof. Roof was applied over three layers of cork insulation shown above at the Cold Storage Plant of Seabrook Farms, Bridgeton, N. J.

up with gypsum or portland cement mortar to make the deck tight.

Steel decks in all cases should be covered with a suitable thickness of roof insulation before applying the built-up roof itself.

Gypsum decks, after thorough drying out, must be given a prime coat before applying the built-up roof. Priming also is good practice with concrete decks.

Regardless of type, the deck should be smooth, thoroughly broomed to remove scale and rubbish, and be free from frost and completely dry when the roofing is applied.

A word about weather conditions seems appropriate here. Under customary construction conditions, it is, of course, not practical to await ideal weather for applying roofs. However, it must be realized that roofs applied in wet or very cold weather are subject to the hazards of entrapped dampness and poor bond between plies which can contribute to the later development of blisters and buckles on the roof. The application of roofs in unsuitable weather conditions should be done only under dire necessity.

The care and handling of the rolls of felt for use for built-up roofs has a direct effect on the quality of the application and the performance of the roof. In addition to storage out of the weather, care should be taken to stand the rolls on end while in storage. When stored on their sides in piles, the rolls get egg shaped, and, when unrolled, form ruffles in the felt which may later develop into fishmouths and buckles.

#### Hot Applied Built-Up Roofs

The actual laying of a built-up roof is essentially a manufacturing process conducted on the job site. The desired end product is a completely continuous



The preferred practice to insure good bonding is to broom the felts as they are mopped in. This is done by the man unrolling the felt using a push broom.

multi-ply fabric composed of a succession of overlapping layers of saturated felt completely bonded together and surfaced with a weatherproof bitumen, that is, asphalt or coal tar pitch. Like all manufacturing processes, the quality of the product depends upon the quality of raw materials, the kind of machinery or equipment used in the process, the skill of the operators, and the degree of supervision. While it would be interesting to develop this comparison in detail, the time available will limit my comments to only a few points.

A very important one is the melting of the "hot stuff". Be it asphalt or coal tar pitch, overheating in the kettle can literally cook years of life out of these materials and reduce the durability of

the finished roof accordingly. Heavy smoke or fumes pouring out of a melting kettle is the danger signal that the oils essential to the life of the roof are being boiled away. Furthermore, excessively high temperatures make either asphalt or pitch so fluid that they mop too thin for proper bonding of the felts. On the other hand, cold "hot stuff" not only slows up the job but also results in poorly bonded plies because the asphalt or pitch chills before the felts take hold.

#### Mopping Temperatures

Good mopping temperatures for asphalt are in the range of 325-375°F. Kettle temperatures should run somewhat higher to allow for cooling and

(Continued on Page 28)

Wherever the slope is appreciable, proper deck design must provide a means for the backnailing of felt to hold the roof in position. The view at right was taken during construction of the Maine Seaboard Paper Company's slag and gravel roof at Bucksport, Maine.

All photos courtesy  
The Flintkote Company



# NEWS of the Month

## Abbott Coburn, President of Globe, Appointed to O.P.S.

Abbott Coburn, President of Globe Roofing Products Co., Inc. of Whiting, Indiana and Globe Siding Products Company of Lowell, Indiana has recently been appointed to the O.P.S. Asphalt Roofing Industry Advisory Committee.



ABBOTT COBURN

This committee composed of executives of the country's leading roofing manufacturers has been formulated by the Office of Price Stabilization to discuss and advise the O.P.S. upon the problems unique to the industry.

Mr. Coburn is well qualified for this appointment. He has been active in the roofing business for over thirty years, beginning as a roofing salesman then developing a successful roofing distributorship and finally starting his own manufacturing of roofings and sidings under the name of Globe.

Globe was founded just eighteen years ago during the bank holidays of the depression. From a small beginning, Mr. Coburn has since built the business into one of the foremost asphalt building material fabricators in the middlewest, boasting three modern factories in Chicago, Whiting and Lowell, Indiana.

## William L. Bartlett, Barrett Division, Passes Away

William L. Bartlett, with the Barrett Division since 1926, died December 31 at his home in Garden City after a long illness. Born in Lexington, Ky., Mr. Bartlett was 49 years of age.

He joined Barrett as a salesman in 1926 in Kansas City, Mo. In 1932 he was transferred to Chicago in a similar capacity and in 1937 was named supervisor of built-up roofing in that territory. In 1942 he was transferred to Birmingham, Ala. as supervisor of built-up roofing and then was moved to New York in 1951, where he was given a similar assignment, which he held up to the time of his passing.

Well known in the built-up roofing indus-



try, Bill Bartlett was an eloquent after-dinner speaker and appeared at various state and national roofing conventions as a guest speaker. At the January, 1951 convention of the National Roofing Contractors Association in Houston, Texas, Bartlett was asked to volunteer as a "pinch-hit" speaker when rough weather hit most of the nation and stranded several programmed speakers, preventing their attendance at the convention.

His ailment took a turn for the worse in the last two months and hastened his end. He is survived by his wife, Ruth, and two daughters, Sue Bartlett and Mrs. Patricia Stone of Bay Minette, Alabama.

## Carey Names H. B. Johnson Chicago District Manager

Mr. H. B. Johnson has been appointed Manager of the Chicago District of The Philip Carey Mfg. Company, it has been announced by L. W. Clarke, vice-president in charge of sales.

Starting as a stenographer in 1925, Mr.



H. B. JOHNSON

Johnson has progressed through the entire Carey organization. He served as Manager of dealer sales in the Chicago district (1929-1933), Manager of Milwaukee warehouse and office (1940 to 1945), and Assistant Manager of the Chicago District until his new appointment.

Mr. Johnson lives with his wife, a son and daughter at 8129 Long Avenue, Skokie, Illinois.

## J. F. Canning Named Pres. of Southwestern Petroleum

J. F. (Jack) Canning is the new president of the Southwestern Petroleum Company of Fort Worth, manufacturer of specialty lubricants, oils and heavy-duty asphaltic roof coating and other products for preservation of structures.

Elevation of Canning, who had been executive vice-president of the company since 1949, and two other top executives was announced this week following an election by the company's board of directors.



J. F. CANNING

J. W. Shugart, Jr., was elected executive vice-president. He had been vice-president of the company since 1941.

Orville H. Utley is the new vice-president. He will also retain the post of sales manager, which he has held since 1948.

Mr. Canning succeeds E. H. Beall, who has been president of the firm since he founded it 17 years ago. Mr. Beall will continue as chairman of the board of Southwestern.

## 1951 Record Construction Year as First 11 Months Top Entire 1950

With still one more month's construction contract awards to be tallied, the year 1951 has topped the previous record 12-month total set in 1950 by nearly \$16 million it was revealed recently in F. W. Dodge Corporation figures for the 37 states east of the Rockies.

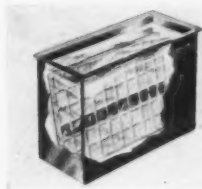
The first eleven months of the current  
(Continued on Page 30)

# WHAT'S NEW?

Equipment—Booklets—Practice—Materials

## Wood Preservative Treatment

Crawford Door Company, Detroit, manufacturers of residential and industrial garage doors, has announced that all of the company's products delivered east of the Rockies



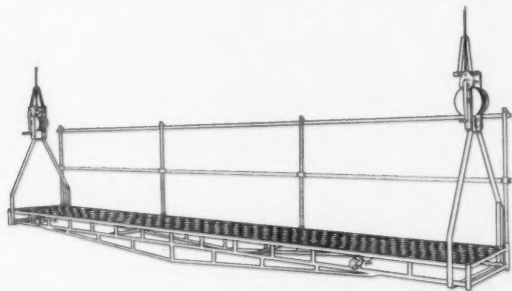
are treated by the new Magi-Cote Process for wood preservation.

In the Magi-Cote Process each section of each door is submerged in a bath of Magi-Cote liquid and remains completely immersed for three minutes to permit the liquid to penetrate and fill the pores of the wood. Penetration is so thorough that during this immersion period the average 8' x 7' door absorbs three quarts of the preservative liquid.

The door sections are then stacked and

## New Swinging Scaffold

In response to the demand for a simplified, all-metal type suspended or "swing" scaffold, Bil-Jax now introduces its own



gear-type winch and a trussed steel stage with a work area of expanded metal. Because only two winches are required for a 20-foot span, the new Bil-Jax assembly eliminates need for planking altogether, and reduces both the number of winches needed and the overall equipment weight.

Users of the new equipment report great savings in assembly and working time on various jobs, including painting, remodel-

allowed to dry thoroughly so that the liquid forms not only a seal within the pores of the wood but also a tough, elastic seal over the entire surface of the door, including the edges and joints which usually are left unpainted. Thus, the entire wood surface is protected against soiling and moisture during handling and erection and the entire door is protected for life against moisture, fungi which attack wood in certain climates, termites, dry-rot, etc.

## Handbook On Aluminum Powders

"Aluminum Powders & Pastes" is a new 84-page manual just published by Reynolds Metals Company. It covers not only the more familiar uses of powdered aluminum in aluminum paints, iridescent auto finishes, roof coatings and the like, but also describes such unique applications as chemical reactions which provide heat without flames, sea markers that help locate downed airmen, bombs whose destructive power is doubled by powdered aluminum, powder metallurgy, surgery, silicosis treatment and other amazing developments.

Many important applications of aluminum ing and maintenance. It offers many advantages to the contractor to overcome conditions where solid scaffolding from the ground is impossible or impractical.

The winch has a capacity of 1,000 lbs. and is ruggedly built of steel, bronze and malleable (no cast iron parts). Will stand up under all weather conditions and give dependable service for years. Its three important safety features include:

1. Automatic brake
2. Pawl engaged in ratchet

(Continued on Page 38)

powders have barely been touched upon so far . . . and there are new ones still in the "dream" stage. With aluminum powders thus becoming of increasing importance, there is need for a compact source of information on the various powders, their characteristics, methods of control and testing, along with recommendations for their use. All these are within the scope of the new book.

## Anti-Rust Paint Bulletin

A new application bulletin, descriptive of Rust-Cure anti-rust paint, has been announced by The Monroe Company, Inc.

According to the manufacturer, Rust-Cure can be applied on rusted surfaces without wire-brushing, scraping or sandblasting. Consequently, it cuts maintenance costs by greatly reducing the tremendous amount of time and labor required to paint corroded metal by ordinary methods.

Rust-Cure, the manufacturer states, seals rusted surfaces and retards further rusting action. It is available in black, aluminum and clear and can be applied by brush, dip or spray methods, indoors or out.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

## Standards On Roofing & Waterproofing

The November, 1951 edition brings up to date, in convenient compact form, the 98 ASTM standard and tentative specifications, test methods, recommended practices, and definitions of terms pertaining to bituminous materials for highway construction, waterproofing, and roofing.

Sponsored jointly by ASTM Committee D-4 on Road and Paving Materials and Committee D-8 on Bituminous Waterproofing and Roofing Materials—and including those standards covering creosote materials of direct interest to highway construction which are under the jurisdiction of Committee D-7 on Wood—this publication is of great value to producers and consumers and all others concerned with these fields.

Included are 36 specifications and 56 methods of testing covering highway construction materials, and waterproofing and roofing materials, such as asphalts, tar and coal-tar pitch, fabrics, felts, shingles, creosote,

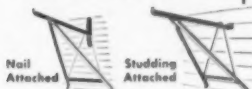
(Continued on Page 36)



## Help Beat Rising Costs with "TROUBLE SAVERS"

Men can do more work in less time because of the extra convenience, fast-handling features, safety and efficiency of "Trouble Saver" Scaffolding accessories.

### SCAFFOLD BRACKETS



- Erect and dismantle faster than you can build a make-shift wooden scaffold.
- Nail, studding and bolt-attached types—in 3' and 3½' lengths—rail carbon steel.
- Attachments available to convert any one type to any other type.

Used by thousands of builders. Write for literature giving information on all money-saving "Trouble Saver" Scaffolding Accessories.

### LADDER JACKS



- ONE-MAN RUNG-TYPE Ladder Jacks (left) adjust to any pitch on either side of the ladder. Takes weight on three rungs.
- NEW RAIL-TYPE jacks (right) use side rails of ladder for extra safety.

Manufacturers of  
"Trouble Savers" Since 1912

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Brooklyn 22, New York

## Nailing It Down

(Continued from Page 9)

the plastic coatings applied under pressure to buildings.

"Some applicators of these plastics," the warning says, "have falsely described them as 'permanent,' 'indestructible' and 'never require painting.'"

To avoid being victimized, the bureau advises homeowners to deal only with firms whose reliability is known or established by inquiry, to get several estimates from reliable firms, and to understand what each bid includes. It also advises homeowners to read and understand a contract before signing it, and to make sure the sales, representation are set forth.

The publishers of "American Roofer & Siding Contractor" are still crawling out from under the avalanche of letters which came to us in response to publication of "A Market Report On The Roofing and Siding Industry".

Response were received from research firms, manufacturers, contractors, publishers, radio stations, universities and advertising agencies. Many wanted extra copies to distribute to their salesmen. By the way, have you asked for your copy? —S. H.

## The DOUBLE DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a double life—yes, gives you double wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

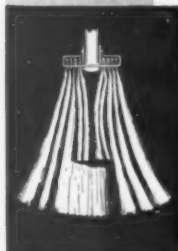
**HYDE MANUFACTURING CO.**  
SOUTHBRIDGE, MASS., U. S. A.



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See for yourself, how the Fiberglas\* and metal K. F. APPLICATOR will actually save you from \$5.00 to \$10.00 per mop!

**HOT STUFF APPLIED** where you want it . . . when you want it . . . from start to finish, by your guaranteed longer lasting, burn-proof K. F. APPLICATOR



### Your K. F. Applicator Will Give These Advantages:

no burning or charring  
picks up more hot stuff  
more uniform flow  
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smoother action  
five sizes to choose from

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**is solid up to one inch thick**  
**NOT LAMINATED**



Here is a real roofing board with high insulating efficiency. Made from flax fibre, the  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and 1" thick boards are solid through and through — no laminations — it is compression resistant. Light in weight, easy to handle and apply, Maizewood Insulation is available in regular asphalt coated, asphalt impregnated, or both asphalt coated and impregnated sheets in car or truck load or in smaller quantities.

**WRITE FOR DETAILS AND PRICES**

*Maizewood Insulation meets Federal Specification LLL-F-321b for government projects. Union made by employees of the United Brotherhood of Carpenters and Joiners, AFL.*

**TABLE  
OF  
SIZES**

SIZE	THICKNESS
24" x 50"	$\frac{1}{2}$ "
24" x 50"	$\frac{3}{4}$ "
24" x 50"	1"
24" x 50"	$1\frac{1}{2}$ "
24" x 50"	2"



**MAIZEWOOD**

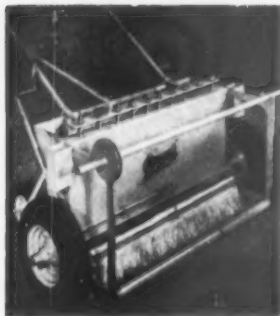
INSULATION COMPANY  
DUBUQUE, IOWA



"HEET-MASTER" ON PNEUMATICS

**Aeroil**  
TRADE MARK

## "HEET-MASTER" KETTLES ROOF PUMPS & FELTLAYERS 3 WAYS TO ECONOMY & SPEED

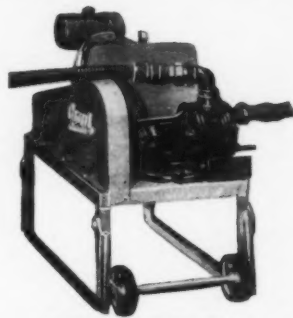


AEROIL-RIX FELTLAYER

Current Hot-Roofing methods demand use of only equipment designed to operate on "Low-cost" ratio—and Aeroil offers the perfect 3-way time-labor-fuel saver combination—the highly popular "Heet-Master" kettle to produce "hot-stuff" uniformly fast—the Aeroil RP-9 pump to hoist the "hot" right to the rooftop where the Aeroil-Rix Feltlayer insures quicker and more even laying of felt at savings up to 30%.

Write for Catalog 418 A illustrating the complete Aeroil line of roofing accessories.

BE SURE TO VISIT AEROIL BOOTH No. 55  
AT THE TENTH ANNUAL  
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AEROIL ROOFING PUMP

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2021 S. MICHIGAN AVENUE  
CHICAGO 16, ILL.

3408 MAIN STREET  
DALLAS 1, TEXAS  
OAKDALE SQUARE  
DEDHAM, MASS.

BRANCH OFFICES & WAREHOUSES  
3217 UNION PACIFIC AVE.  
LOS ANGELES 23, CALIF.  
1441 SHEFFIELD STREET  
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NEW JERSEY  
435 BRYANT STREET  
SAN FRANCISCO 7, CALIF.  
2517 LIBERTY STREET  
JACKSONVILLE 6, FLA.

**Calbar does it  
better!**

non-hardening...  
non-staining...  
adheres to any  
surface

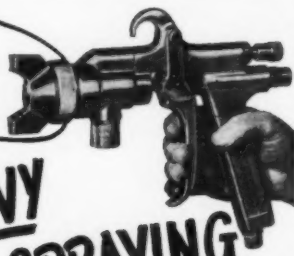
CALBAR CAULKING  
COMPOUND is available  
in a complete line of colors and  
containers. Write for the name of  
your nearest distributor.



**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products  
2612-26 N. Marsha Street • Philadelphia 25, Pa.

**NEW  
GUN**



for **HEAVY  
MASTIC SPRAYING**  
CUTS TIME AND LABOR UP TO **75%**

**NOW...** spray your heavy material jobs as quickly and easily as spraying ordinary paint! Designed and engineered exclusively for trouble-free spraying of heavy mastic coatings, the new SHEL-BURNE 105 is not a modified spray gun with a heavy materials head, but a completely new gun for production spraying of fibrous or granulated materials! Check these features:

**LARGER DIAMETER NOZZLE HEAD**—special oversized design permits delivery of greater capacity of air and material for faster production spraying.

**WIDER SPRAY PATTERN**—has a proven spray pattern of up to 20° and is easily changed from fan to round by simple adjustment without changing air caps.

**LIGHTWEIGHT, EASY TO HANDLE**—despite its larger size, the 105 is light, easy to handle and has a straight line trigger for easy, four finger operation.

Write today for further details on this amazing new gun, and for information on the complete line of the Shelburne heavy material spray equipment.



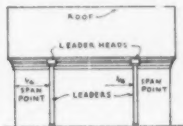
**A. SHELBERNE COMPANY**

739 Ceres Avenue, Los Angeles, Calif.

## Kinks and Short Cuts

### Tips on Gutter Installations

On a long house the drain leader heads and leaders should be placed at the  $\frac{1}{4}$  and  $\frac{3}{4}$  span points as shown on the sketch, for the most effective drainage. We don't like to put them at the gutter ends.



By placing the leader heads as above, pieces of gutter  $\frac{1}{2}$  the total length of the building can be used without splicing. For example on an 80 ft. run a 40 ft. length of gutter is used for the center section and a 20 ft. length is used at each end, they are connected to the leader heads.—Joseph Swenson, Summit, N. J.

(Practical Builder)

### Aluminum Beveled Siding . . .

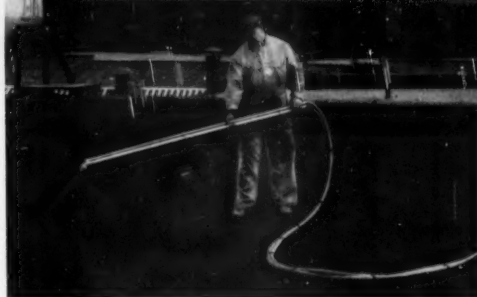
Aluminum siding can now be obtained in several forms, sizes and widths with application procedures varying somewhat according to the product of a given manufacturer. Increasing interest is being shown in the factory-finished, baked-enamel aluminum siding now available from several manufacturers. The material is also obtainable in embossed form as well as the regular smooth mill finish. Use of aluminum siding must be accompanied by installation of certain aluminum accessories that each siding manufacturer furnishes. These are such items as outside and inside box corners to which the siding is butted, profile or mitered corners as indicated in the drawing which are an alternate to the box corners, window and door flashing strips, backer plates for siding joints, and aluminum nails. Material may be applied over sheathing in conventional siding manner or, where codes permit, may be nailed directly to the studs.

(Practical Builder)

IT'S ALL FREE

See Page 35

## with this NEW Binks Roofing Outfit\*..



he'll finish up to 40 squares an hour

(and that's only one advantage of spraying!)

Field reports show—with Binks new Model RA-41 Roofing Outfit—a sprayer and a hose man can coat up to 40 squares an hour with 3 gals. or more per square.

This exceptional speed is made possible by the special design of Binks new Type A air-operated pumps. Double acting pistons deliver material on both the up and down strokes. Application is much smoother, too. This outfit lifts

heavy materials to a considerable height...because its rugged air-motor multiplies the force of compressed air as much as 10 times. A separate discharge tube greatly reduces pressure losses caused by friction.

Also...Binks Roofing Outfit provides more uniform coverage...ends danger of overheating roofing materials...and thereby prevents alligatoring.

Model RA-41 Roofing Outfit illustrated consists of Binks air-operated pump, extension spray gun, 100-ft. material hose, and 100-ft. air hose.

Mail coupon for details

Binks Manufacturing Company  
3126-30 Carroll Ave., West, Chicago 12

Send for Bulletin 700  
12 pages, with  
illustrations, showing  
how Binks pumps  
and accessories  
make roofing faster,  
more profitable.

Please send a FREE Copy of Bulletin 700 to:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Binks

MANUFACTURING COMPANY

3126-30 Carroll Ave., West, Chicago 12, Ill.

NEW YORK • DETROIT • LOS ANGELES • ATLANTA • BOSTON • CLEVELAND • DALLAS • MILWAUKEE • NASHVILLE  
PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO • SEATTLE • WINDSOR, ONTARIO, CANADA

\*USE BINKS PUMPS TO APPLY TEXTURE-TYPE EXTERIOR COATINGS, TOO.



## EUREKA

### FIBERGLAS MOPS

on

No-char Aluminum Sleeves  
Maximum Hot Stuff Pickup  
Easy and Uniform Spread

• WRITE FOR LITERATURE AND PRICES

"QUALITY PAYS FOR ITSELF"

## EUREKA MOP MFG. CO.

1808 CHOUTEAU AVE.

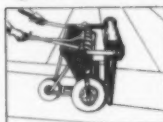
ST. LOUIS 3, MO.

**WHY DO  
TODAY'S JOB  
with YESTERDAY'S  
TOOLS?**

## MATT ROOFING EQUIPMENT

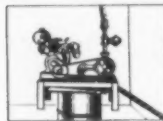
*Does the Job at Lower Cost -  
More Efficiently - and*

# WILL PAY FOR ITSELF!



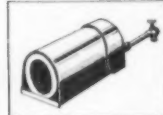
### FELT LAYER

Mops and lays in one operation 125 to 150 squares (3 ply) a day with only 3 men! No fish mouths—no windy day layoffs—no waste of "hot stuff." Individually adjustable for strip mopping or tacking.



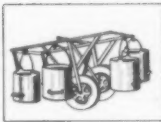
### "HOT STUFF" PUMPS

No time lost waiting for hoisting. Always a constant supply of "hot stuff" for the men on the roof. Material in kettle is constantly agitated by circulation, thereby preventing overheating and carbonization of kettle tubes.



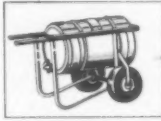
### COIL-LESS BURNER

There are no coils—simply a heavy steel manifold for vaporizing oil. Eliminates 95% carbon trouble—no troublesome coil-clogging. Guaranteed for two years.



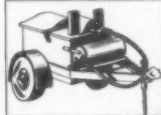
### "HOT STUFF" CARRIER

No more carrying buckets long distances—wheel them to the spot without danger of spilling, or splashing "hot stuff" on feet or body.



### "HOT STUFF" BUGGY

A 30-gallon capacity buggy to be used with the pitch pump outfit or can be equipped with chains for hoisting intact with an "A" Beam. Really speeds up a roofing job.



### MATT-MASTER KETTLE

Matt "Heat-Hold" Kettles are made in various sizes up to 600 gallons capacity. Made in either skid or 2-wheel types, pneumatically fired. All Matt Kettles are equipped with the famous Matt Coil-Less Burners.

DON'T GO ANOTHER DAY WITHOUT MATT EQUIPMENT

## MATT COIL-LESS BURNER COMPANY

4015 W. LAKE STREET • CHICAGO 24, ILLINOIS

# Paralastic\*

## CAULKING COMPOUND

In any weather . . . hot, cold, wet or dry . . . PARALASTIC seals, insulates, weathers, waterproofs perfectly! Will not chip, peel or crack.

IN ALL COLORS! Aluminum . . . Brilliant White . . . Natural . . . Gray . . . Green . . . Buff . . . Red . . . Black . . . and in all pastel shades to match the new shake and asbestos colors!

SOLD BY LEADING JOBBERS

\*Reg. U. S. Pat. Off.



IT ISN'T INSULATED UNLESS IT'S CAULKED

## PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N.Y.

## CPR 93 Pricing

(Continued from Page 12)

to \$300 then his costs total \$600 as compared with \$500 pre-Korea. To this he is allowed to add his 15% estimated overhead, which then comes to \$90, as against the previous \$75. He is allowed to take only 90% of pre-Korea net profit percentage. Since he figured 10% net profit pre-Korea, he can figure 9% net profit now. 10% net profit would be \$60, less 1% brings his net profit to \$54, as compared with \$50, pre-Korea.

Thus adding up:

\$300	Cost of labor
300	Cost of materials
90	Overhead
54	Pet profit

\$744 Price to consumer.

He is allowed to charge \$744 on the job which cost him \$625 pre-Korea. Although his net profit is down \$6, because costs are higher his actual sales price is \$119 higher, and the actual profit in present day dollars comes to \$54 as against \$50 in pre-Korean dollars.

For the contractor the important thing to remember in the above is that he can charge \$119 more on this job than his pre-Korea price. His net profit is an estimate sufficiently flexible so that his prices can be as high as he wishes to make them usually within the bounds demanded by competition.

## Flashing Sealed By Plastic Cement

Asphalt roof cement, generally called "plastic cement," is well adapted for use in flashing around chimneys and other roof openings because its elasticity permits expansion and contraction under changing temperatures without cracking and crumbling. It is used also for sealing or cementing down asphalt shingles and roofing along valleys and rakes.

## Asphalt Roofing Gains

The spectacular rise in public acceptance of asphalt roofing during the past decade is reflected by U. S. Department of Commerce statistics which show that manufacturers shipped almost 87,000,000 squares of asphalt roofing in 1950, nearly doubling 1940 shipments of 44,000,000 squares.

## "Trash cans" bring in fresh business

H. O. Tribbey & Son, roofing contractors, whose office is located at 3148 South Adams Street, Peoria, Ill., is using some unique advertising of the institutional sort to call attention to its name and business.



This Illinois roofer took advantage of an advertising agency's promotion of placing waste paper containers in downtown Peoria streets. The advertising pays for itself in good-will and new business.

This consists of posters attached to the sides of the new waste paper containers placed in the downtown and other shopping centers of the city. The containers belong to an advertising agency, but the city collects the paper.

The agency keeps the containers in proper condition and each month turns the containers a fourth way around. By doing this, the four different advertisers on each container get the same advantage of position.

The containers are made with a metal frame as a part of the container on purpose for the posters.

**In Our March Issue:  
Complete Convention  
PROGRAM!**



U. S. PATENT No. 2,503,246

1 and 2 show parapet wall and coping before and after Roof-Shield treatment.

3 Alligatored roof before and after applying Roof-Shield.

4 Spray application of Roof-Shield.

## OLD ROOFS "RETREADED"

**ADDEX ROOF-SHIELD—Liquid Asphalt reinforced by Glass-Fiber-Mesh.**

- A complete package.
- Seals old roof flashings and parapet walls.
- Easy to apply. Ready to use. Light weight.
- No heat or special tools required.
- Applied cold to existing surfaces.
- No blistering, alligatoring or delaminating.

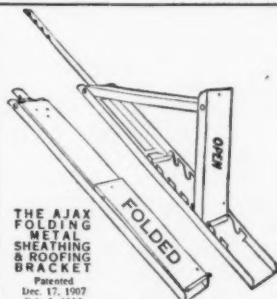
Write for descriptive literature and specifications

## PROFITS for ROOFERS

Roof-Shield lowers labor costs. Saves time and cost of firing and cleaning kettles. Eliminates hot asphalt hazards, makes job easier, safer, cleaner, more profitable. Ask us about your opportunity in Roof-Shield.

# ADDEX CORPORATION

10312 WILBUR AVE. • CLEVELAND, OHIO



THE AJAX  
FOLDING  
METAL  
SHEATHING  
& ROOFING  
BRACKET  
Patented  
Dec. 17, 1907  
Feb. 2, 1915  
Apr. 23, 1925  
Aug. 9, 1912

AJAX No. 1

**AJAX Roofing Brackets**

**MAN-size — Superefficient**

**ALL STEEL — Unbreakable**



**AJAX Building Bracket Co.**

1551 Rydal Mount Rd.  
Cleveland Heights 8, Ohio

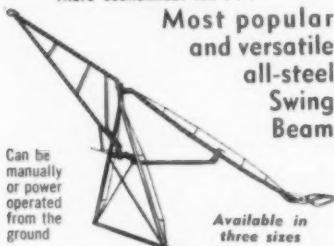


it's **Safer** and **Faster**  
with **HOIST-MASTER**

More economical too . . .

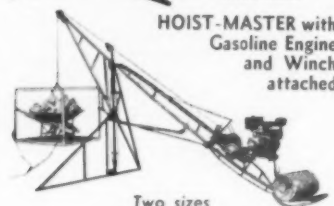
**Most popular  
and versatile  
all-steel  
Swing  
Beam**

Can be  
manually  
or power  
operated  
from the  
ground



Available in  
three sizes

**HOIST-MASTER with  
Gasoline Engine  
and Winch  
attached**



Two sizes  
4 and 8 H. P.  
Lifting Capacity: 400 to 1500 lbs.  
Line Speed: 150 to 450 ft. per min.  
Write today for new  
HOIST-MASTER catalog

**SMITH'S HOIST & MFG. CO.**  
CASSOPOLIS 2, MICHIGAN

## CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

**CONNERY  
CONSTRUCTION CO.**

2nd & Luzerne Sts.  
PHILADELPHIA 40, PA.

## Roofing Expert's Wisdom

(Continued from Page 19)

handling but preferably should not exceed 425°F. Pitch liquefies more readily than asphalt and can be worked at about a 50° lower temperature range. The control of kettle temperatures by the use of sturdy, easily read thermometers is one indication of a good operation.

### Mopping In Felts

Mopping in the felts, when properly done, insures a firm continuous bond between felts with an adequate layer of binder between. The preferred practice to insure good bonding is to broom the felts as they are mopped in. This is done by the man unrolling the felt using a push broom. Without requiring an increase in the crew, this operation is a most effective means for securing a smooth job with a minimum of air pockets or poorly bonded area which later show up as blisters or buckles in the finished roof. The same comments apply to the cementing down of cap sheets.

Where the roof is to be covered with gravel or slag, these materials should be embedded immediately in an ample poured coat of asphalt or pitch as it is applied. For proper adhesion, it is imperative that the slag or gravel be really dry, not just superficially so, and free from dirt or fines, that is essentially from 1/4" to 5/8" in size.

Good practice requires that all felts applied beyond the areas completed at the end of the working day should be glazed over by mopping of asphalt or pitch. This keeps out moisture from dew, rain, or snow which might otherwise penetrate these unfinished portions.

### Dead Level Roofs

A few words of caution might well be said here about the dead level roof. Dead level roofs may be constructed either with coal tar pitch or asphalt. Because they are intended to provide cooling by means of a pool of water retained on the deck surface, dead level roofs are subject to unusual hazards among which may be mentioned, extra weight, water penetration under a head of water, and destructive freezing and thawing. To be more specific, every inch of water on a dead level roof adds

## ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths  
(As illustrated)

Roofing MOPS  
(Complete with handles)

TOP QUALITY

Reasonable  
Prices

Immediate  
Shipment

WRITE TO

**JOHNSON PRODUCTS CO.**

MEMPHIS, TENN.

Manufacturers of Nationally  
Known JOHNSON Brooms & Mops

"Worth its weight in gold."

"We think your Manual is terrific."

"The Bible of the Industry."

**That's What Dealers Say About  
ROOFING, SIDING &  
BUILDING SPECIALTIES MANUAL  
1952 Edition  
Order NOW!  
Only \$3.00**

**AMERICAN ROOFER &  
SIDING CONTRACTOR  
425 — 4th Avenue  
New York 16, N. Y.**

Please send me . . . . . copies of the  
1952 Roofing, Siding and Building Specialties Manual.

NAME . . . . .

COMPANY . . . . .

ADDRESS . . . . .



approximately 500 pounds dead weight per square. The deck load at 2" of water, therefore, is about three times that of the heaviest built-up roof designed for normal drainage. The dead level deck structure should be strengthened accordingly.

### Water On Dead Level Roofs

The head of water on a dead level roof is continually searching for any slight imperfections. Minor defects either in the roofing or flashing, such as a slightly discontinuous surface pouring or incompletely bonded felts which can get by on a normally drained roof, here become sources of serious trouble because of this continuous pressure of water penetration. Furthermore, should a weak spot develop, serious damage to the building and to its contents is likely to occur because the head of water on the roof has nowhere else to go.

Double slagging, or better expressed, double poured top finishes should be used to guard against this water penetration and the effects of freezing and thawing, and the flashings must be unusually sturdy and installed with extra care.

Because of the continuous contact of water, the destructive effects of freezing and thawing are permitted to do their worst on a dead level roof and may open leaks in even the best of flashing construction as well as the roof proper.

It might also be mentioned that when repairs are to be made on a dead level roof, the roof has to be pumped free of water and should be let stand several days to dry out sufficiently in order to handle repairs with any degree of confidence.

### Other Cooling Alternates

These considerations suggest the advisability of giving full consideration to other cooling alternates, such as, for example, those provided by modern insulating materials, before making a decision on a dead level deck. In the event the choice is to use a dead level deck, it is essential that the roof and flashings be designed, engineered, and applied with due care, in order to cope with the hazards inherent in the dead level construction.

(Mr. Yeager gives pointers on cold built-up roof application in the next installment of his series, in the March issue.)


**SENSATIONAL NEW**

# Littleford

## "Kwik-Melter"

### 66B

### ROOFERS KETTLE



Here's the new fast heating "Kwik-Melter" with all the modern improvements to make heating of Tar, Asphalt or Pitch simple task. This flue type kettle gives better distribution of heat, has removable flues, burner that preheats inside of kettle, lower center of gravity, level load axle preventing tilting and tipping at high speed trailing and many other features that makes the "Kwik-Melter" the last word in low cost operation. Like all Littleford equipment, this unit has been engineered to give Roofers the best that money can buy. Make your next kettle a "Kwik-Melter" 66-B the most Sensational Roofers Kettle.



## LITTLEFORD

LITTLEFORD BROS., INC.

430 E. Pearl St., Cincinnati 2, Ohio

#### Features

- 1—Inner shell and Flue Nest easily removed.
- 2—Design of Flue Nest prevents flashing.
- 3—Horizontal Type Burner — preheats in position
- 4—Lower Loading Height
- 5—Level Load Axle — prevents swaying, tilting or tipping.
- 6—Variable Ratio Springing — adjusts itself to contour of Road cushions Kettle against shocks, shifting loads, sudden stops and starts.
- 7—Adjustable Pulling Tongue — adjustable to four different positions.
- 8—Inner Shell — with rounded corners on bottom for easier cleaning.
- 9—Splash Proof Shell
- 10—Adjustable Cover—can be held open from a crack to maximum for loading. Shielded vent holes allow gases to escape.
- 11—Adjustable Leg — for leveling kettle on steepest hill.
- 12—Fast Draw Off — maximum heat centered about draw off insuring fast draw off from a cold start.
- 13—Accurate Thermometer — mounted at rear of kettle.
- 14—Butane Gas Burners Installation (at extra cost)

## PIGEON PROOFING

**Bird Nuisances Eliminated**  
**Effective — Economical — Lawful**  
**Positive Permanent**

— Beware of Patent Infringements —  
**OUR WORK GUARANTEED**

**THE STAN-GARD PIGEON & BIRD REPELLENT CO., INC.**

523 West 184th Street

Wadsworth 7-3300

New York 33, N. Y.

**CABLE STAN-GARD**



# SPRAYED

## INSULATION

# SprayCraft

Formerly SprayKote



SprayCraft has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.



Condensation is effectively controlled by SprayCraft opening a tremendous industrial and home market.



SprayCraft is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.



Since it can be applied on ANY surface, EVERY building is a prospect for SprayCraft. Large volume, big profits, thousands of prospects. . . . Write today!

**WRITE  
for  
DETAILS**

## SPRAYED INSULATION, INC.

56-58 CRITTENDEN ST.

NEWARK 4, N. J.

Now



## AMERICAN ROOFER & SIDING CONTRACTOR

is pleased to report that the publication has joined the **Controlled Circulation Audit, Inc.** Its circulation, therefore, is now officially audited and is attested to by this independent, nationally recognized audit bureau.

CCA gives you added verification of circulation value, a yardstick of reliability of AMERICAN ROOFER & SIDING CONTRACTOR'S entire distribution.

The CCA was created by advertisers and publishers together to give you an accurate measure of total market coverage. CCA includes, but does not segregate paid and selective distribution.

A CCA circulation report is available and will be sent to any interested manufacturer on request.

Write to:

**AMERICAN ROOFER & SIDING CONTRACTOR**  
425 Fourth Avenue New York 16, N. Y.

## News of the Month

(Continued from Page 20)

year had awards reaching \$14,516,792,000. The entire year of 1950 totaled \$14,501,055,000. This huge total for 1951 through November has already exceeded 1950's yearly figure by less than 1 per cent, the Dodge construction news and marketing specialists state.

The first eleven months of this year were also a full 9 per cent greater than the first eleven months of last year.

During November itself, awards totaling \$931,768,000 were 11 per cent less than October and 14 per cent below November 1950.

Non-residential awards in November were \$327,706,000 or 22 per cent lower than October and 25 per cent behind November a year ago. Residential awards of \$443,884,000 were 11 per cent lower than October and 11 per cent less than November 1950. Public and private works and utilities of \$160,178,000 were 17 per cent more than October and 3 per cent higher than November last year.

\* \* \*

## Bird & Son Loses Two Members Of Top Management In Death

Within the space of three days, Bird & Son, Inc., manufacturers, lost by death two members of its top management.

Benjamin D. Rogers, formerly director of personnel and a director of the company and since retirement consultant in the Personnel Department, died suddenly of a heart attack on December 27. On December 30, Creighton Hill, who had succeeded Mr. Rogers in 1949, died suddenly of a cerebral hemorrhage.

Benjamin D. Rogers would have observed his 45th anniversary with Bird & Son in January 1952. Six years after he started with the firm, in 1913, he was named employment manager of the company's newly organized labor bureau. In 1915 he was made manager of the bureau. In 1935 he was appointed director of personnel and elected a director of the company. He served in that capacity until his retirement from active work in 1949.

Creighton Hill, late director of personnel, had been with Bird & Son since 1944, when he came as assistant to the president from his post as director of the Washington bureau of the Babson organization.

\* \* \*

## Hawley Resigns, Banzhaf Apptd. Director Advertising, Armstrong

The resignation of E. Cameron Hawley as director of Advertising and Promotion of the Armstrong Cork Company and the appointment of Max Banzhaf to succeed him was announced by C. J. Backstrand, Armstrong president.

Mr. Banzhaf joined the Armstrong organization in 1938 as a salesman in the Building Materials Division. In 1944 he was transferred to the Advertising and Promotion Department to head the Building Materials Section of the Department. On May 1, 1951, he was named Assistant Director of Advertising and Promotion and on July 1, when Mr. Hawley began an extended leave

of absence, he was appointed Acting Director.

Mr. Hawley, who is well known as a writer, joined Armstrong in 1927 as a member of the Advertising and Promotion Department. He became in succession Assistant Sales Manager of what was then known as the Cork Division, Assistant to the Vice-President in Charge of Sales, and Director of the Company's Bureau of Merchandising. In 1943 he became Director of Advertising and Promotion.

### Old Quaker Opens Factory In Syracuse, N. Y. To Make Atomastic

The mastic form exterior wall covering, Atomastic, is now being manufactured at a branch factory in Syracuse, New York. Made by the Old Quaker Paint Company the product was previously manufactured only at the Los Angeles plant.

Max Goodman, President of Old Quaker stated that the move was made as the first step in a plan to distribute the product on a nationwide basis. Shipping delays to the East have been eliminated by the move, according to Mr. Goodman, thereby stepping up schedules and delivery dates.

### New England Approved Roofers Hold 26th Annual Meeting

The New England Approved Roofers' Association will hold its Annual Meeting at the Hotel Somerset in Boston, on Wednesday, February 27, 1952 and Thursday, February 28, 1952. Plans are now being made to put forward an unusual program, according to the directors.

### Globe Increases Sales Staff in Illinois

In order to give their Illinois accounts even more intensive and efficient service Globe Roofing Products Co., Inc. and Globe Siding Products Company have announced the addition of D. F. Drake to their Illinois sales staff.

Mr. Drake will represent Globe in Northern Illinois as far south as Springfield. He is familiar with this territory, having travelled it for over twelve years.

### Edward J. Dyke, Sales Rep. Celotex Corp., Is Dead

Edward J. Dyke, well-known as a sales representative of The Celotex Corporation in the Chicago area for more than 25 years, passed away in St. Paul, Minn. on October 21.

Mr. Dyke, a native of Toronto, spent most of his childhood and early youth in Minnesota. Following his discharge from the U. S. Navy after World War I, he came to Chicago where he worked for a local insulating firm. In 1924 he joined the staff of the Evanston Lumber Company and later the same year began his more than quarter century of selling for Celotex. About six months prior to his death, he had been transferred to the Celotex Minneapolis branch.

His widow, Ethel, survives.

*You'll spray more squares per hour easier and at less cost...*



### 3 quick reasons why!

#### 1. Lowers costs through easier application

With Alemite Versatal Equipment, the roofer uses a light 5 foot spray head and light flexible hose. This eliminates carrying of materials by hand—insures a better, more profitable roofing job.

#### 2. Brings far safer working conditions

No burns are possible when you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground.

#### 3. Increases profits with modern equipment

With Barrel To Roof Versatal Equipment you can pump from the original container direct to the point of application using as much as 300 feet of hose. This is the modern, more profitable way to apply roofing.



For complete information, call the nearest Alemite distributor, or write Alemite, Dept. A-22, 1830 Diversey Parkway, Chicago 14, Illinois.



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**THE  
MIDGET LOUVER CO.**  
6-S WALL STREET • NORWALK, CONN.

## Survey of Contractors

(Continued from Page 15)

storm windows for example, and roofers doing built-up roofing to the exclusion of other types are concentrated in the larger cities.

As to type of representation of those

owners themselves, another 20% were managers, about 5% were partners, and roughly 25% occupied some executive position, usually President, Vice-President, Secretary or Treasurer.



66% of the contractors who do built-up roofing do cold process roofing in addition to "hot stuff" roofing.

polled: they come from every section and state in the United States. Answers were received from every type and size of community, village, town and city, from urban, suburban, rural non-farm, and rural farm areas.

Indicative of the intense interest aroused among contractors by the survey is the fact that nine-tenths (91%) of those who responded were owners or top executives of their business. Of those answering some 40% were the

The AMERICAN ROOFER & SIDING CONTRACTOR survey, exclusive in the field, and the first done in five years, shows once and for all that the roofing & siding contractor, established, eager, alert to every possibility, has placed himself on the firmest foundation in his history. He is ready for the greatest growth and expansion the industry has ever known, which on the basis of the figures presented here, is rightfully his.

## Georgia Roofing Association elects officers at fall meeting



Above, left to right: B. L. Noblitt, Secretary and Editor; W. M. Jones, Sr., President; C. G. Pacetti, Vice President; and K. F. Dunlap, Jr. seen at the recent Georgia Roofing and Sheet Metal Contractors Meeting.

The Georgia Roofing and Sheet Metal Contractors' Association was singled out for special praise by the President of a national association at its November Fall Meeting held at the Henry Grady Hotel, Atlanta, Ga. President M. T. Buckley of the National Roofing Contractors Association stated he "knew of no other association that had done so much for its members and

the state industry as a whole, in so short a time."

Officers for the ensuing term were elected by the Association at the meeting. They included W. M. Jones, Sr., Augusta, reelected President; C. G. Pacetti, Savannah, Vice President; B. L. Noblitt, Augusta, reelected Secretary and Treasurer and K. F. Dunlap, Jr., Macon.



## Asphalt Roofs Lead Home Color Trend

Professional color consultants credit asphalt shingles with the trend toward more colorful exteriors for American homes.

When small, isolated spots of color alone are used, they do not materially increase the eye appeal of the outside of a house. Colored shutters, doors, and trim present a more harmonious appearance when they are tied together by a basic color or blend of colors on the roof. For this purpose, asphalt shingles are made in solid and blended colors, in bright and subdued color tones.

\* \* \*

### Candid "Snaps"

(Continued from Page 13)

your subjects that you want to give them free pictures.

For strategy reasons, the best place of all to take pictures is at your place of business. When the word gets around that you are a photographic hobbyist who gives away free pictures, there are lots of people who will come around to your premises purely for the chance of getting a free picture.

The advertising which you receive goes much further than just to the people who receive the pictures, of course, because the pictures will be shown around to friends, and every time a picture is shown the story will be told of how you took it and gave the print, entirely free.

"Why does he do it?" is a logical question which arises, and you'll be asked this occasionally. And the most logical answer is the true one:

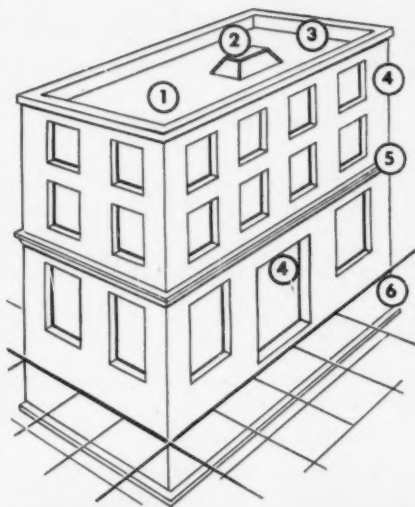
"I shoot pictures as a hobby and I give away the pictures because they're good advertising for my business."

And since there is no point in disguising the fact that your picture gifts are for advertising, it's a good idea to have a rubber stamp made for stamping: "Compliments of . . . ." and your name and address on the back of each picture.

Parents of young children are among the most enthusiastic displayers of pictures, so pay particular attention to children in your camera work. Parents frequently will ask for extra prints to send to relatives and will offer to pay you for them. You should supply the extra prints willingly and promptly, but never accept any payment.

You should always be firm about

## All Through The Building



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See **CLASSIFIED**  
**ADS — Page 38**

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## **MADE TO DO A SUPERIOR JOB: R. MURPHY stay sharp ROOFING KNIVES**

### **No Play — No Wobbling**

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

*There's an R. Murphy Knife for Every Purpose.* Write for **FREE** catalog showing the complete line.

*Tested Quality for over 100 Years*

**R. MURPHY** *Knives*

refusing any payment whatever, and explain frankly that the cost of the pictures comes out of your advertising budget. Some of the public relations value of the pictures is lost if you accept even a token payment.

At first, unless you have previous experience in photography, your pictures probably will be crude snapshots, but as you practice with a camera you'll begin to catch on to tricks of the trade—such as moving closer to the subject than you do for ordinary snapshots—which will improve your pictures steadily until you become a really good candid cameraman.

Eventually, you'll find that, besides gaining for you a host of new friends, photography can bring you a great deal of interest and enjoyment as a hobby, just as it has millions of others who take pictures purely for the fun of it.

## **Asphalt Roofing Lowers Cost of Fire Insurance**

One of the least expensive types of "fire insurance" available to the home



**Asphalt shingles, protection  
against storm and fire, are used  
to roof most homes in America.**

*New!*

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## **ASPHALTED BACKER BOARD**

For Use Under Your Re-roofing and Re-siding Work

### **4 Big Advantages**

1. Reduces loss of asbestos shingles through breakage by providing a cushion over old siding.
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### **Why It's Better**

It is an extremely rigid corrugated board. Asphalted. Improves any re-siding or re-roofing job. Comes in sheets 30" x 48" for easy handling. Low priced.

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SAMPLE**

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owner is fire-resistant roofing. For example, asphalt roofing now provides this type of "coverage" for approximately 90 percent of all American homes and farm buildings.

Because this roofing material minimizes the danger of fire caused by flying sparks from the chimney and other sources, insurance companies in many localities reduce the cost of fire insurance on homes protected by asphalt shingles.

**MORE SALES!  
BETTER JOBS!  
GREATER PROFITS!**  
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Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

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February, 1952

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Handles hot tar, gravel, roll roofing, faster, smoother, safer. Quickly returns its cost of \$340.00 F.O.F. Chicago. Hoists 400 lbs. 300 f.p.m. One man operated. Other models. King Hoisting Wheels. Safety Hooks. Write for literature.

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KING MFG. CORP.  
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**PORTABLE HOISTS**

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## TARZAN

## ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

**AMERICAN ASSOCIATED COS.**  
ATLANTA P. O. BOX 4056 GEORGIA

## What's New

(Continued from Page 21)

and many others; also viscosity by means of the Saybolt viscosimeter, volume correction tables, etc.

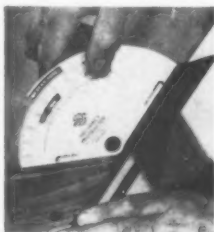
Recommended practices cover accelerated weathering test and bituminous mixing plant inspection.

There are definitions of terms relating to bituminous waterproofing and roofing materials (17 definitions), materials for roads and pavements, specific gravity, and timber preservatives.

\* \* \*

## Pitch & Angle Protractor

A handy mechanic's protractor designed for on-the-job measuring of angles up to 180 degrees is made of durable Vinylite plastic rigid sheet that has exceptional dimensional stability and is highly resistant to water, oil, grease and most chemicals. Useful for roofers, sheet metal workers, welders, and many others, the protractor simultaneously gives three readings: for an outside angle, for the adjacent inside angle, and for inches-per-foot against degrees—all with one setting. Spread



with edges squarely against sides of an obtuse joint (left photo), measurement of the adjacent acute angle—angle of bend or deflection—is read from the top row of calibration, while measurement of the obtuse angle itself is read simultaneously from the bottom row.

Inches-per-foot of pitch is indicated by a second arrow on a separate scale which runs up to 24 inches per foot, for 63 degrees and 26 minutes. To measure certain inaccessible acute angles, a straight edge may be used to extend one side of the angle. Where the protractor itself cannot be used, the angle may be taken with a carpenter's bevel and the angle of the bevel measured with the protractor, using the middle row of calibrations.

\* \* \*

## Travel Expense Book

Melton Publishing Company has introduced two new Simplified Income Tax Record and Travel Expense Books, with detachable summary pages. Designed for busy executives, sales managers and independent travelers. Provides a complete "break-down" of each expense item. Has space to record names of guests, customers, etc. Serves as a daily reminder of various items which might be overlooked. Also, eliminates the necessity of referring to receipts when making income tax returns.

Included with each unit, a durable transparent plastic cover, also, attractive display

## MOP YARNS

Standard in balls continuous lengths

Standard Cut 30" lengths

Cable Cord cut 30" lengths

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275 Canal Street  
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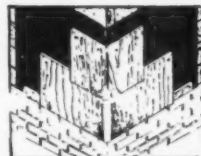
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On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

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carton in which to store complete books by the year. Each book has detachable summary pages to report expenses to employer for any desired period, when attached to Income Tax returns, they imply that a daily record of all travel expense is on file to substantiate claims for deductions.

## Aluminum supplies now being increased

Promise of important increases in the free world's supply of aluminum has been rejected by two Federal agencies.

The Interior Department reports it is studying a plan to give some 1,500 independent fabricators an opportunity to participate in ownership of proposed new production facilities in Montana and the State of Washington.

The Economic Cooperation Administration announces that a new plant to produce some 40,000 tons of aluminum a year will be built in Norway with Marshall Plan counterpart funds.

### Small Business Angle

The proposal before the Interior Department calls for a direct government loan of \$45,000,000 to be used for the construction of an aluminum plant at Kalispell, Montana, and an alumina plant in the State of Washington.

The Kalispell facilities would have an annual capacity of 108,000,000 pounds, and would be approved for an 85 per cent tax amortization.

Independent fabricators who subscribed to a stock offering of some \$3,500,000 would have first call on the plant's output in proportion to their percentage holdings of capital stock.

Commenting on the proposal, Interior Secretary Chapman declared it was in line with the purpose of President Truman to draw a greater number of small business firms into the mobilization program.

"By interesting independent fabricators in the manufacturing end of the aluminum business," Mr. Chapman stated, "the competitive base of the industry will be broadened and the nation's aluminum stockpile will be increased."

### Norway Plant Planned

The new plant in Norway will be built at Sunndalsøra, with the help of \$24 million in Marshall Plan counterpart funds.

This is the largest single Marshall Plan advance ever made for the development of strategic defense materials,

## For Big Jobs or Little Ones . . .

Cost-Conscious Contractors Prefer

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SECTIONAL STEEL SCAFFOLDING

The time you save means extra profits! It's easy to handle and assemble extra-strong, prefabricated "TROUBLE SAVER" Sectional Steel Scaffolding. NO TOOLS REQUIRED. "Trouble Saver" can be used for almost any roofing job. Approved by Underwriters' Laboratories, Inc.

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GOLD MEDAL TubeLoc Scaffolding  
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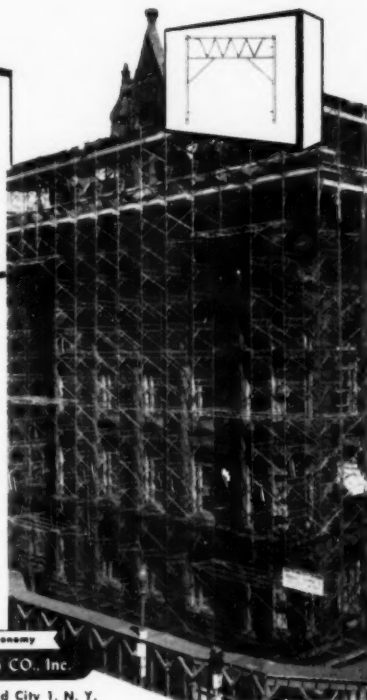
Complete Stocks for Sale or Rent



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THE PATENT SCAFFOLDING CO., Inc.

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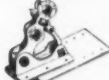
## INCREASE WINTER PROFITS

### ADJUSTABLE PIPE SNOW GUARDS



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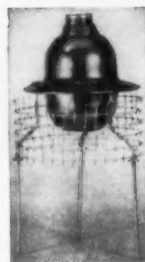
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2 PIPES  $\frac{1}{2}$ " I.P.S.  
Installed on old roofs without removing slate, ideal for small homes.

**3-Pipe**  
3 PIPES  $\frac{3}{4}$ " I.P.S.  
For large slate roofs, Spanish Tile, corrugated and other steep roofs.

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- LOW COST •
- FOOL PROOF •
- EASY TO INSTALL •

Sell Them On Every Job from Now Till Spring

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

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Roof Scrapers  
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and represents about one-half the total cost of the plant, according to the ECA.

Repayment of the loan and interest will be made to the United States stockpile over a ten-year period, at the rate of 7,800 tons of aluminum annually.

Equipment for the plant will be purchased in Denmark, West Germany, France and Norway, with counterpart funds from those countries.

## Production of Copper To Go Up

An agreement which will increase production of copper by more than 30,000 tons annually has been signed by the Defense Materials Procurement Agency and the Anaconda Copper Co. Anaconda will produce the copper at its Yerington Mine in Lyon County, Nev.

The agreement stipulates that 60,000,000 pounds per year will be produced during the first two years of operation. The production rate for the remaining years will be 66,000,000 pounds annually.

Copper which the company cannot sell to industrial users will be purchased by the government at 25½ cents per pound, f.o.b. midwest markets. The Government will take delivery at the company's Great Falls, Montana refinery. DMPA agrees to take a maximum of 256,000,000 pounds during the first six years of operation.

Anaconda will invest approximately \$32,750,000 in developing the property, which has an estimated life of 10½ years. It is believed that a minimum of 384,000,000 pounds can be produced in six years.

## Swinging Scaffold

(Continued from Page 21)

3. Handle folds in, opposite to working position, eliminating danger of catching on pockets, loose clothing, etc.

Automatic safety brake handles load in any position, allowing quick, easy raising or lowering with complete safety. Holds securely at any elevation. Equipped with 75 feet of ½" 7x19 preformed galvanized steel aeronautic cable, rated at 7,000 lbs. breaking strength. Drums will handle up to 175' of cable. Steel stirrup accommodates Bil-Jax metal stage 30" wide. Shipping weight, complete with cable and stirrup, 120 lbs. per pair.

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

### SALES HELP WANTED

**SALES MANAGER WANTED:** Opportunity for ambitious, experienced man to organize and expand specialty business. Nationally advertised product. Large territory. Salary and commission. References required. Reply Building Specialties and Equipment Co., 4571 Washtenaw Rd., Ypsilanti, Mich. 3-52

**SPECIALTY SALESMEN:** WANTED by national manufacturer to open up new distributors for revolutionary home improvement product. Must be familiar with consumer selling operations and capable of working with and organizing dealers' sales force. Men with proven sales records and accustomed to earning over \$12,000 annually may qualify for district sales managers position. Write, stating full particulars in first letter, for appointment with national sales director, Box 350, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

### FOR SALE

**FOR SALE:** INSULATION Truck, 1948 Rio, L.W.B. 15 ft. Linsey aluminum body, 16,000 actual miles. Univ. Seinar Blowing machine, 6 H.P. gas engine. Completely equipped, sidewall tools, 3 sets ladders, 100 ft. new hose and bell signal. This unit is in excellent condition. First \$2,500.00 cash takes it. Inquire C. A. Barone, R.F.D. No. 3, Ludington, Mich.

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**WE HAVE OPEN TIME** for paint manufacturing of any type specialty coating, smooth or texture; interior or exterior; stucco or asbestos siding; spray or brush. We have our proven formulas or will manufacture to your specifications or duplicate any type paint you desire. Adequate materials and know-how. Please give full details of your requirements. Write Box 352, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

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Cuts 16 gauge and lighter, plain or corrugated.

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INSTALLS**

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"I've been a siding applica-  
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which sidings are best. And  
INSELBRIC rates tops in my  
book. INSELBRIC is quicker  
and easier to apply—leaves  
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time and material!"

INSELBRIC is a "Life Saver" for profits,  
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with a "foot in the door" because home-owners  
know it, and ask for it by name!

JONES & BROWN, INC.  
439 Sixth Avenue  
Pittsburgh 19, Pa.

Please send the INSELBRIC profit story at once!

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City \_\_\_\_\_ State \_\_\_\_\_

**MASTIC ASPHALT CORP.**  
Makers of Inselbric and Inselstone  
SOUTH BEND, IND.

LOOK FOR THIS NAME

**INSELBRIC**

ON BACK OF EVERY PANEL

**JONES & BROWN, INC.**  
National Distributors of  
Inselbric and Inselstone  
PITTSBURGH, PA.

*Here's your  
**COMBINATION** for **PROFITS!***

**Sell  
BONDSTONE**  
*for the fronts...*

**Sell  
Your Regular Siding**  
*for the sides and back!*

**INCREASE YOUR VOLUME! ELIMINATE COMPETITION AND PRICE CUTTING!**

BONDSTONE brings you *higher profits* while you build the happiest sales crew you ever had. Sell BONDSTONE *along with other siding* and completely eliminate competition and price cutting! BONDSTONE matches any natural stone in color, texture and appearance at a fraction of the cost. Applies over any surface . . . inside or out . . . on old buildings or new. And you can guarantee BONDSTONE for 20 years!

*Satisfied Salesmen:* Larger unit sales attract TOP specialty men.

*Easy to Sell:* An exclusive nationally advertised product for both commercial and home jobs.

*Low Investment:* Your FIRST job pays for your entire investment in BONDSTONE equipment.

*Easy Application:* Train applicators in two days. They enjoy the easy work!

**Exclusive territories open for qualified Dealers!**

**ONE JOB SELLS TEN!**  
*Write for Money-Making  
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